

REMARKS

Claims 1-14 and 16-23 are pending. The Examiner's reconsideration of the rejections is respectfully requested.

Claims 1-14 and 16-23 have been rejected under 35 U.S.C. 102(e) as being anticipated by Gudjonsson et al. (U.S. Patent No. 6,564,261). The Examiner stated essentially that Gudjonsson teaches all the limitations of claims 1-14 and 16-23.

Claims 1 and 19 claim, *inter alia*, "providing the at least one consumer with interactive business facilities via the abstract graphical proxy for the environment." Claim 8 claims, *inter alia*, that an "abstract graphical display of the marketplace is an auction proxy including concentric circles, an inner-most circle for displaying auction information, an inner circle for indicating bidding activity, and an outer circle for indicating user interest."

Referring to claims 1 and 19, Gudjonsson teaches methods for establishing a communication session between the users, wherein the communication session may be a text chat session, a voice chat session, or web conference (see col. 3, lines 13-18). Gudjonsson teaches that users may be billed for communications sessions (see col. 11, lines 5-19). Gudjonsson does not teach "providing the at least one consumer with interactive business facilities via the abstract graphical proxy for the environment," as claimed in claims 1 and 19. Gudjonsson is clearly limited to communication sessions between users (see Field of the Invention). The user to user sessions of Gudjonsson do not include interactive business facilities. Further, the mere billing of a user for establishing a communication session with another user is not analogous to "providing the at least one consumer with interactive business facilities via the abstract graphical proxy for the environment" as claimed in claims 1 and 19. The billing scheme of Gudjonsson is performed outside of the communication session, and thus outside of the

abstract graphical proxy. Therefore, Gudjonsson's communications sessions do not include "providing the at least one consumer with interactive business facilities via the abstract graphical proxy for the environment" as claimed in claims 1 and 19. Thus, Gudjonsson fails to teach all the limitations of claims 1 and 19.

Referring to claim 8; claim 8 has been amended to include the limitations of claim 15. Claim 15 has been rejected under 35 U.S.C. 103(a) as being unpatentable over Gudjonsson in view of Fisher et al. (U.S. Patent No. 5,935,896 (see below)).

Gudjonsson illustrates a communication session between users in Figures 1-6, wherein the session is a text chat session, a voice chat session, or web conference (see col. 3, lines 13-18). Gudjonsson teaches that a list of users is displayed (see Figure 8 and col. 11, line 43 to col. 12, line 18). Gudjonsson does not teach or suggest representing a social proxy in an abstract graphical display wherein the "abstract graphical display of the marketplace is an auction proxy including concentric circles" as claimed in claim 8. Gudjonsson is clearly limited to communication sessions between users (see Field of the Invention). The communication sessions may be text, voice, or web conferences. Text, voice, or web conferences session are not graphical, much less "abstract graphical display of the marketplace is an auction proxy including concentric circles" as claimed in claim 8. Therefore, Gudjonsson fails to teach or suggest all the limitations of claim 8.

Fisher teaches a system and method for performing an auction (see Abstract). Fisher teaches a literal representation of the auction (see Figure 2). Fisher does not teach or suggest representing a social proxy in an abstract graphical display wherein the "abstract graphical display of the marketplace is an auction proxy including concentric circles" as claimed in claim 8. Fisher's system presents a user with catalogs and forms (see col. 7, lines 32-43). Catalogs and

forms are literal representations of the auction. Nowhere does Fisher teach or suggest an abstract display of an auction, essentially as claimed in claim 15. Therefore, Fisher fails to cure the deficiencies of Gudjonsson.

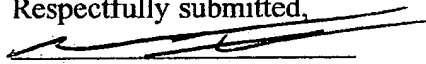
Neither Gudjonsson nor Fisher teach or suggest, either alone or in combination, an abstract graphical display of a marketplace, much less an auction proxy. Therefore, the combined teachings of Gudjonsson and Fisher fail to teach or suggest all the limitations of claim 8.

The Examiner's reconsideration of the rejection is respectfully requested.

Claims 2-7 depend from claim 1. Claims 9-14 and 16-18 depend from claim 8. Claims 20-23 depend from claim 19. The dependent claims are believed to be allowable for at least the reasons given for claims 1, 8 and 19. The Examiner's reconsideration of the rejection is respectfully requested.

Claim 15 has been rejected under 35 U.S.C. 103(a) as being unpatentable over Gudjonsson in view of Fisher et al. (U.S. Patent No. 5,935,896). The Examiner stated essentially that the combined teachings of Gudjonsson and Fisher teach or suggest all the limitations of claim 15. Claim 15 has been cancelled.

For the forgoing reasons, the application, including claims 1-14 and 16-23 is believed to be in condition for allowance. Early and favorable reconsideration of the case is respectfully requested.

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